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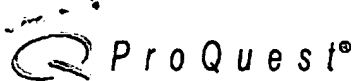
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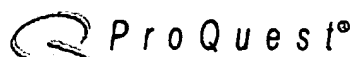|	
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Abstract (Document Summary)

M2 PRESSWIRE-26 July 2000-Webraska: Phone.com and Webraska partner to equip wireless software developers with mapping and routing function capabilities; Wireless Internet pioneers launch development tools for enhanced location-based applications (C) 1994-2000 M2 COMMUNICATIONS LTD San Francisco, Calif., USA -- Phone.com, Inc. (Nasdaq:PHCM), a leading provider of mobile Internet software, applications and services, today announced that it will incorporate Webraska`s Personal Navigation API into the Phone.com UP.SDK Software Development Kit (SDK). Wireless software developers are expected to benefit greatly from the partnership when they download the free SDK from Phone.com`s Web site at www.phone.com, and have the tools to access Webraska`s real-time location-based navigation and mapping functions. As a result, developers will be able to create superior wireless applications, providing end users with useful location-based content and services. Webraska's Personal Navigation API provides seamless access via the Internet to Webraska`s Global Navigation Server offering, zoom-able street- level maps to all screen sizes and formats, multi-modal door-to- door directions that take into account one-way streets, traffic conditions and public transportation networks, enhanced spatial searching (ESS) based on shortest journey-time rather than shortest distance, and geocoding and reverse geocoding (converting addresses to latitude/ longitude co-ordinates and vice-versa). The Webraska Global Navigation Server is a worldwide database initiative aiming to cover all street-level maps, public transportation networks and real-time traffic information. This agreement compliments the capabilities offered by the Phone.com Mobile Location Server which was also announced today. The Mobile Location Server expands Phone.com`s enhanced services offering by enabling wireless network operators to leverage a unique aspect of the mobile network - the ability to determine the location of the phone. The platform provides extensive end-user privacy management functionality and supports both handset and network location determining technologies, including Mobile Positioning Centers (MPC) and Position Determining Equipment (PDE). Mobile Location Server provides operators with the freedom to add location technologies as needed without affecting application development. The enhanced Phone.com SDK, available later this year, will allow an application provider to request the location of a subscriber from the Mobile Location Server. The integration of Webraska`s technology allows developers to add critical routing, spatial searching, and mapping capabilities into their wireless applications.

Full Text (1095 words)

M2 PRESSWIRE-26 July 2000-Webraska: Phone.com and Webraska partner to equip wireless software developers with mapping and routing function capabilities; Wireless Internet pioneers launch development tools for enhanced location-based applications (C) 1994-2000 M2 COMMUNICATIONS LTD San Francisco, Calif., USA -- Phone.com, Inc. (Nasdaq:PHCM), a leading provider of

mobile Internet software, applications and services, today announced that it will incorporate Webraska's Personal Navigation API into the Phone.com UP.SDK Software Development Kit (SDK). Wireless software developers are expected to benefit greatly from the partnership when they download the free SDK from Phone.com's Web site at www.phone.com, and have the tools to access Webraska's real-time location-based navigation and mapping functions. As a result, developers will be able to create superior wireless applications, providing end users with useful location-based content and services. 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Phone.com will provide first level technical support for the Webraska Personal Navigation API to all its registered users. Over 100,000 content developers currently use Phone.com's SDK, including ⓘAmazon.com, Fidelity, Vicinity.com and Ticketmaster Online-Citysearch. Now, these developers are able to deliver wireless content specific to each subscriber's location. This capability adds unprecedented value to the entire wireless communication chain, from subscribers, to operators to wireless content providers. "Webraska's navigation and mapping engines bring a new level of convenience to subscribers, especially those traveling and commuting," said Mark Hopper, senior product marketing manager for Phone.com. "With subscribers relying more and more on their mobile phones, operators are experiencing increased revenue and reduced churn. In addition, content providers are able to capitalize on phenomenal marketing opportunities based on location-specific behavior. It's a win-win situation for all parties involved. We expect this relationship to support continued growth of our SDK program." "Phone.com's success in building a network of wireless software developers 100,000 strong is empowering a huge number of businesses to immediately enhance their offerings with location services," said Jean-Michel Durocher, CEO and founder of Webraska. "We are looking forward to working with Phone.com and its developer community to create the most useful applications for wireless subscribers. The integrated API will provide developers with a secure solution for the deployment of robust Internet applications equipped with mapping, location request and routing tools. The new location development platform will also be instrumental in helping many e-businesses meet their wireless initiatives, especially mobile commerce." About Phone.com Phone.com, Inc. (Nasdaq:PHCM) is a leading provider of software, applications, and services that enable the delivery of Internet-based information and voice services to mass-market wireless telephones. Using its software, wireless subscribers have access to Internet- and corporate intranet-based services, including email, news, stocks, weather, travel and sports. In addition, subscribers have access via their wireless telephones to network operators' intranet-based telephony services, which may include over-the-air activation, call management, billing history information, pricing plan subscription and voice message management. Phone.com is headquartered in Silicon Valley, California and has regional offices in Belfast, Copenhagen, Hong Kong, London, Madrid, Paris, Rome, Seoul and Tokyo. Visit http://www.phone.com for more information. About Webraska Webraska provides real-time location-based personal navigation, maps and traffic information services for Internet- enabled devices. Both a value-added service provider and an application service provider (ASP), Webraska's goal is to offer a worldwide, up-to-date, person-based and flexible alternative to CD/ DVD-ROM car-centric navigation systems. In addition to its patented Internet-based Distributed Navigation, Webraska provides wireless carriers with a complete suite of turnkey personal navigation applications, originally designed with leading French operator SFR, and carefully crafted to make the best out of each access mode (WAP, Internet, SMS, IVR, PDA, Call Centre, car equipment). Webraska also offers an Application Programming Interface (API) that allow carriers and their partners to add door-to-door directions, mapping, geocoding and enhanced spatial searching based on shortest journey- time to all their applications (location-based services, mobile e- commerce, games, city guides, fleet management, mobile Extranet, etc.). Partners and customers include SFR / ⓘCegetel, KPN, Proximus / Belgacom, Airtel, ADAC, Scoot, ⓘAlcatel, CPS, ⓘSchlumberger, TrafficMaster, Vivendi, Peugeot, ⓘCellPoint, Phone.com, In Fusio, TeleAtlas and Navtech.The company is headquartered in Poissy, France and has offices in London, Brussels, Madrid, Amsterdam and Melbourne. For more information visit www.webraska.com Except for the historical information contained herein, the matters discussed in this news release are forward-looking statements involving risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. Potential risks and uncertainties include, but are not limited to, Phone.com's limited operating history, potential fluctuations in Phone.com's operating results, uncertainties related to Phone.com's long sales cycle and reliance on a small number of customers, Phone.com's dependence on the acceptance of its products by network operators and wireless subscribers, Phone.com's ability to adequately address the rapidly- evolving market for delivery of Internet-based services through wireless telephones, the need to achieve widespread integration of Phone.com's browser in wireless telephones, competition from companies with substantially greater financial, technical, marketing and distribution resources and the ability of Phone.com to manage a complex set of engineering, marketing and distribution relationships. CONTACT: Ana Williams Tel: +44 (0)20 7202 8490 Fax: +44 (0)20 7928 2855 e-mail: ana@sparkcomms.co.uk ((M2 Communications Ltd disclaims all liability for information provided within M2 PressWIRE. Data supplied by named party/parties. Further information on M2 PressWIRE can be obtained at http://www.presswire.net on the world wide web. Inquiries to info@m2.com)).

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Mapping with Atlas

Haggblom, Diane. **American Demographics**. Ithaca: Jan 1985.Vol.7, Iss. 1; pg. 42, 2 pgs

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Subjects:	Software packages, Mapping, Functions
Classification Codes	9120 Product specific treatment, 5240 Software & systems
Author(s):	Haggblom, Diane
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Abstract (Document Summary)

Mapping programs offer the businessperson a unique way to view statistics in an attractive format. One such program, Atlas, from Strategic **Locations** Planning (SLP), can be run **on** the IBM PC and has such abilities as: 1. mapping down to the zip code and census tract level, 2. zooming in and out, 3. coloring and shading in a variety of ways, 4. **plotting** SLP demographic data, and 5. adding individual data using an Atlas utility program, LoadData. A data file can be loaded if it contains the same features as the **map** file. Other options for the **user** include: 1. choice of data ranges or intervals, 2. choice of **a** hatch pattern or color for each range, and 3. print options, including plotter configurations, paper size, and position of the **map**. An upgraded version of Atlas, Atlas AMP, has certain additional features: 1. dot-density mapping of data points, 2. the placement of comments anywhere **on** the map, and 3. the placement of circles around any point.

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Publication title:	☐ American Demographics

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